

WHAT IS CLAIMED IS:

- 1 1. A banner advertisement forming apparatus to be connected via a
2 network to a banner advertisement managing apparatus, comprising:
3 banner advertisement forming information accepting means for
4 accepting banner advertisement forming information required to form a
5 banner advertisement from said banner advertisement managing
6 apparatus; and
7 storage means for storing therein the accepted banner
8 advertisement forming information.
- 1 2. A banner advertisement forming apparatus as claimed in claim 1
2 wherein:
3 said banner advertisement forming information contains:
4 character information to be displayed in the banner
5 advertisement; and
6 image information to be displayed in the banner advertisement.
- 1 3. A banner advertisement forming apparatus as claimed in claim 2
2 wherein:
3 said banner advertisement forming information further contains:
4 arrangement information related to an arrangement relationship
5 between said character information and said image information within

6 the banner advertisement;
 7 information related to a method of displaying said character
 8 information; and
 9 information related to an outer shape of the banner advertisement
 10 and a color thereof.

1 4. A banner advertisement forming apparatus as claimed in claim 1
 2 wherein:

3 said banner advertisement forming apparatus is further
 4 comprised of:

5 banner advertisement identification information accepting means
 6 for accepting banner advertisement identification information used to
 7 identify said banner advertisement forming information from said banner
 8 advertisement managing apparatus; and

9 said storage means stores thereinto the accepted banner
 10 advertisement identification information in relation to said banner
 11 advertisement forming information.

1 5. A banner advertisement forming apparatus as claimed in claim 1,
 2 further comprising:

3 banner advertisement forming command accepting means for
 4 accepting a banner advertisement forming command; and

5 banner advertisement forming means for forming a banner
 6 advertisement based upon the banner advertisement forming information
 7 stored in the storage means upon receipt of the banner advertisement

8 forming command.

1 6. A banner advertisement forming apparatus as claimed in claim 4,
2 further comprising:

3 banner advertisement forming command accepting means for
4 accepting a banner advertisement forming command containing the
5 banner advertisement identification information; and

6 banner advertisement forming means for forming a banner
7 advertisement based upon banner advertisement forming information
8 which is stored into the storage means in relation to the banner
9 advertisement identification information contained in the banner
10 advertisement forming command upon receipt of said banner
11 advertisement forming command.

1 7. A banner advertisement forming apparatus for forming a banner
2 advertisement displayed on a banner advertisement viewing apparatus to
3 be connected thereto via a network, comprising:

4 banner advertisement forming information storage means for
5 storing thereinto banner advertisement forming information required to
6 form the banner advertisement in relation to banner advertisement
7 identification information used to identify said banner advertisement
8 forming information;

9 personal information/attribute storage means for storing
10 thereinto personal information and an attribute in relation to each other;

11 attribute/identification information storage means for storing

12 thereinto said attribute and said banner advertisement identification
13 information in relation to each other;

14 personal information accepting means for accepting personal
15 information of a user using said banner advertisement viewing
16 apparatus; and

17 banner advertisement forming means for forming a banner
18 advertisement based upon banner advertisement forming information in
19 such a manner that upon receipt of the personal information, an attribute
20 related to said accepted personal information is extracted; banner
21 advertisement identification information related to the extracted attribute
22 is extracted; and said banner advertisement forming information is
23 related to the extracted banner advertisement identification information.

1 8. A banner advertisement forming apparatus as claimed in claim 7
2 wherein:

3 said attribute/identification information storage means stores
4 thereinto said attribute identification information upon receipt of
5 information for relating said attribute to said banner advertisement
6 identification information from a banner advertisement managing
7 apparatus connected thereto via a network.

1 9. A banner advertisement forming apparatus as claimed in claim 7,
2 or 8 wherein:

3 said personal information accepting means prompts a user using
4 said banner advertisement viewing apparatus to enter the personal

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5 information, and accepts the entered personal information.

1 10. A banner advertisement forming method executed in a banner
2 advertisement forming apparatus to be connected via a network to a
3 banner advertisement managing apparatus, comprising:

4 a banner advertisement forming information accepting process for
5 accepting banner advertisement forming information required to form a
6 banner advertisement from said banner advertisement managing
7 apparatus;

8 a storage process for storing therein the accepted banner
9 advertisement forming information;

10 a banner advertisement forming command accepting process for
11 accepting a banner advertisement forming command; and

12 a banner advertisement forming process for forming a banner
13 advertisement based upon the banner advertisement forming information
14 stored in the storage means upon receipt of the banner advertisement
15 forming command.

1 11. A method for forming a banner advertisement displayed on a
2 banner advertisement viewing apparatus to be connected via a network,
3 comprising:

4 a banner advertisement forming information storage process for
5 storing therein banner advertisement forming information required to
6 form the banner advertisement in relation to banner advertisement
7 identification information used to identify said banner advertisement

9 advertisement forming information are constituted on said computer.

1 13. A program for forming a banner advertisement to be displayed on
2 a banner advertisement viewing apparatus to be connected via a network,
3 wherein:

4 banner advertisement forming information storage means for
5 storing thereinto banner advertisement forming information required to
6 form the banner advertisement in relation to banner advertisement
7 identification information used to identify said banner advertisement
8 forming information;

9 personal information/attribute storage means for storing
10 thereinto personal information and an attribute in relation to each other;

11 attribute/identification information storage means for storing
12 thereinto said attribute and said banner advertisement identification
13 information in relation to each other;

14 personal information accepting means for accepting personal
15 information of a user using said banner advertisement viewing
16 apparatus; and

17 banner advertisement forming means for forming a banner
18 advertisement based upon banner advertisement forming information in
19 such a manner that upon receipt of the personal information, an attribute
20 related to said accepted personal information is extracted; banner
21 advertisement identification information related to the extracted attribute
22 is extracted; and said banner advertisement forming information is
23 related to the extracted banner advertisement identification information,

24 are constituted on a computer.

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